



UV/058 CPA

Abstract of the Disclosure

An interactive television program guide system for determining user input values for demographic categories is provided. The system includes user television equipment having a receiver for receiving program guide information for the interactive television program guide, a user input receiver for receiving user input from user interface, a microprocessor which utilizes the user input received to determine user values for demographic categories, and memory for storing the user values determines. In one illustrative use of the system for targeting advertisements, the receiver also receives advertisements, where the advertisements have preselected values for specified demographic categories. The user television equipment, preferably using a microprocessor, compares the preselected values for the specified demographic categories associated with the advertisements with values of corresponding demographic categories stored in the memory to determine which advertisements should be displayed.

APPENDIX

In The Abstract

Please replace the abstract of the specification with the one below.

An interactive television program guide system for determining user input values for demographic categories is provided. The system includes user television equipment having a receiver for receiving program guide information for the interactive television program guide, a user input receiver for receiving user input from user interface, [such as a remote control,] a microprocessor which utilizes the user input received to determine user values for demographic categories, and memory for storing the user values determines. In one illustrative use of the system for targeting advertisements [to a user of the interactive television program guide], the receiver also receives advertisements, where the advertisements have preselected values for specified demographic categories. The user television equipment, preferably using a microprocessor, compares the preselected values for the specified demographic categories associated with the advertisements with values of corresponding demographic categories stored in the memory to determine which advertisements should be displayed. [Those advertisements determined to be displayable based upon the comparison are then displayed.]